

Item 2B - Longhorn Taxicab Company taxicab franchise application

- **Item objective:** Provide a recommendation on a new application to operate a taxicab franchise for “Longhorn Taxicab Company.”
- **Presenters:** Jacob Culberson, Mobility Services Division Manager, ATD and Innocent Njoku, Longhorn Taxicab Company General Manager
- **Details:**

The Mobility Services Division of the Austin Transportation Department (ATD) regulates taxicab franchises under chapter 13-2 of City Code. Currently, there are three taxicab franchises operating a total of 545 taxicabs, 33 of which are Wheelchair Accessible Vehicle (WAV) taxicabs.

All three current taxicab franchises (ATX Co-Op Taxi, Yellow Cab, and Lone Star Cab) have franchise expirations occurring in August of 2020. On October 8, 2019, ATD recommended granting five-year taxicab franchise renewals to all current taxicab service providers and the UTC voted unanimously in support.

Additionally, Central City Taxi filed an Application for New Taxicab Franchise with the Office of the City Clerk on June 25, 2019. ATD presented the option of approving Central City Taxi for a taxicab franchise on October 8, 2019 the UTC voted unanimously in support.

On October 29, 2019, ATD received a second Application for New Taxicab Franchise filed by Longhorn Taxicab Company. As with the last applicant for taxicab franchise, ATD recommends approval in order to offer the people of Austin more City-wide transportation options, a higher number of wheelchair accessible taxicabs, and to meet current public demand. Additionally, ATD believes the addition of another taxicab franchise has the potential to bring a fresh perspective to the taxicab industry, inspire innovation, and enhance response times for both the central and outer areas of Austin.

City Charter requires a new or renewing taxicab franchise to be granted by ordinance and read at three regular City Council meetings. The third reading may not occur until at least 30 days after the first reading. Following is ATD’s schedule for the first, second, and third readings:

- 1st reading on April 9, 2020
- 2nd reading on April 23, 2020
- 3rd reading on May 21, 2020